

THE PALATKA NEWS

and Advertiser.

NEW SERIES VOL. XIX, NO. 7.

PALATKA, FLORIDA, FRIDAY, FEBRUARY 17, 1911.

\$1 Per Year.

TWO WEEKS MORE!

We wish to announce to our friends and patrons that for TWO WEEKS longer we will sell all Clothing in our establishment at the prices below:

\$35.00 suits at \$21.50	32.50 " " 19.95
30.00 " " 18.65	27.50 " " 17.85
25.00 " " 16.50	22.50 " " 14.85
20.00 " " 13.50	18.00 " " 12.85
16.50 " " 10.15	15.00 " " 9.85
12.50 " " 8.15	10.00 " " 6.90

These represent the newest fabrics and styles of the season, and are made by such houses as A. B. Kirschbaum & Co. and Hart, Schaffner & Marx world-wide creators of style, and makers of Hand-Made Clothing, the kind with an "individuality of its own."

We are also making a special 33 1-3 per cent reduction on all Raincoats and Overcoats, and 2 per cent reduction on all Winter Underwear.

Also special sale on all boys and youths Clothing, ranging in prices from \$1.75 to \$.90 suit.

"If It Comes From Fearnside's, It's Guaranteed"

Fearnside Clothing Company. Palatka, Florida. Corner Lemon and Third Streets.

Adeline Patti in 1852. Little Adeline Patti sang Jenny Lind's "Echo Song" and "Ah, Non Giunge". She is only nine years old but her cultivation is quite remarkable, and her voice, although pleasantly child-like in tone, is sweet and easily fills the great hall. It is a pity she is to sing in a theater. She will be stung by the frenzied desire of applause, which will do much to ruin her as an artist. I never see a prodigy of this kind who is really interesting as little Patti is without remembering the young Mozart, and that whom the gods love die young or grow old, faded and forgotten, which is worse.—From a New York Letter, May 22, 1852.

Winning Both Ways. The Zulu young lady, when suitors are not forthcoming, takes the matter in hand herself. She leaves home, takes a discreet friend of her own sex and presents herself at the home of her favored swain. If he regards her with satisfaction his parents receive her as his future bride. Should he, however, be unwilling to accept her he makes her a handsome present instead.

SALLOWNESS
This disorder is due to a torpid liver involving the stomach and bowels. To correct the trouble take
SIMMONS RED Z LIVER REGULATOR
(THE POWDER FORM)
When the complexion is sallow and you have spells of vertigo (blind dizziness) on stooping or rising suddenly and your bowels are irregular, with much flatulence (wind in the bowels) you are badly in need of Simmons Liver Regulator. The liver is the cause of all the trouble and when the liver is at fault, there is nothing more effective. Simmons Liver Regulator quickly restores sound, healthy conditions in the liver, stomach and bowels; sweetens the breath, helps digestion and brings back the ruddy hue of health to the complexion.

Sold by Dealers. Price, large package, \$1.00. Ask for the genuine with the Red Z on the label. If you want to get the most from it, use it with regularity. Simmons Liver Regulator is also put up in liquid form for those who prefer it. Price, 50c per bottle. Look for the Red Z label.
J. H. ZELIN & CO., Props., St. Louis, Mo.



Advanced Advertising Methods.

Most of our Palatka merchants have confined their advertising to an exposition on the quality of their wares, certain special bargains, or other efforts to catch the cash of prospective customers in exchange for articles of present day need.

It remained for D. W. Woods, a colored man who obtained his business education on the Gay Bro's up-town store delivery wagon, to set the pace in advertising the "prospects of a future desire." Woods has recently gone into business for himself at 600 Madison street, and is using improved methods to attract business.

The News doesn't often give away its advertising space, but the Woods method is so unique as to render its further publicity incumbent as a news feature. Our colored friend is welcome to all the business which comes to him as a result of this free advertising. If it will but aid our Lemon street clients by showing the advantage of new and original methods, and thus spur them to greater efforts in advertising, the News is sure of its reward.

But the Woods method: Recently Woods caused to be distributed through the city a small dogger, of which the following is a verbatim copy:
D. W. WOODS,
600 Madison Street
Palatka, Fla.
dealer in
MEATS, KEROSENE
and other notions.
FIRST CLASS BARBER SHOP
Repairing Shoes a Specialty.
All are invited to witness the prospects of a future desire.

Frank Wattles, who printed the dogger, has been credited with assisting in its authorship, but Mr. Wattles disclaims any credit. He says he has done a little literary work of a trade-winning kind in his life, but that to D. W. Woods alone belongs the credit for this invitation to the public to catch, along with the trickle of kerosene, a fleeting glimpse of their "future desire."

Queer English Custom. Persons aspiring to become bluffers at Alawick, England, have to go through a curious and somewhat unpleasant ordeal. Before the election the various candidates ride up in a body to a horse pond and, there dismounting from their steeds, plunge into the water and struggle as best they may to the other side. The music of a brass band cheers them during their struggles in the dirty water. This ancient custom dates from the reign of King John, who once paid a visit to the town in 1210 and found no fitting welcome prepared for him. The blame for this state of unpreparedness was fastened on the luckless bluffers, who were promptly thrown into the horse pond by royal command.

Bronze Casting. The art of bronze casting was introduced into Siam by the Chinese in the eleventh century.

Be on the Safe Side.

The cost of a policy is small. The cost of a policy in a sound, strong company is no more than the cost of a policy in a weak, unsound company. Buy your insurance wisely, and buy ENOUGH of it. It will pay you to do so. And it will pay you to DO IT NOW.

H. Finley Tucker & Bro.
Insurance and Real Estate.
Phone 128, Ford Building,
Palatka, Florida.

A GROWING BUSINESS.

Palatka Auto and Supply Company's Big Plant Always Busy.

Few business enterprises inaugurated in Palatka in the past few years have made such rapid and substantial growth as the Palatka Auto and Supply Company, now but little more than a year old. The business began in one store room of the Crill building on Second street, soon added a second, and then there was constructed for the company a great room in rear of both for a machine shop.

The shop now employs a large force under the management of Messrs. Bennett and Barnett, and in addition has a big store room for the sale of gas motors, all kinds of Automobile and motor boat supplies.

The company's garage business has steadily grown with the increase of the automobile industry in the county and state, and this is an important feature of the business. Machines come from all parts of this county and section for repair work.

The company is agent for the Mitchell, Oakland and Buick machines, and always has on hand one or more of the latest models of each.

Experts in auto repairing are sent to points in the state when required.

The business has certainly made a wonderful growth and the end is not yet. At the present pace the company will soon have to make further enlargement of the plant.

Death of Mrs. Brannen.

Mrs. Sarah Katherine Brannen, wife of Dr. H. C. Brannen the well-known druggist and physician, died at her home in this city a short time before noon on Wednesday, her death being due to chronic pneumonia.

Mrs. Brannen was born in Jefferson county, Ohio, 60 years ago. After her marriage to Dr. Brannen she resided in Wheeling, West Va., until the family moved to Florida a number of years ago. She was a lady much beloved by all who knew her, a kind, sympathetic friend, and her departure has caused genuine sorrow in this community.

Besides her husband she is survived by four daughters as follows: Mrs. Josephine of Fitzgerald, Ga.; Mrs. Max Kahn of New York City; Mrs. J. A. Brown of Ft. Myers and Miss Virginia Brannen of this city; and one son, Mr. Herbert Brannen of Helena, Montana. Private services will be held at the home this afternoon and interment will occur in the Estes vault temporarily. Later the remains will be removed to Tampa.

Mrs. Brannen and Mr. and Mrs. Brown arrived in the city Thursday, and Mr. and Mrs. Kahn are expected this afternoon.

Middleton's Buy in DeSoto Co.

R. C. Middleton of Long Station and his brother, Cortland C. Middleton of Pomona, and until lately manager of big turpentine properties in St. Johns county, have this week completed the purchase of a lease to 3000 acres of round timber in DeSoto county, and in addition some 25 crops of boxes now being worked under the same lease by Burton & O'Neil. The plant is at Platt Station. It is stated that the Middleton's paid \$18,000 for the lease to this property which has nine years to run, and that Mr. Cortland Middleton will move to Platt to take the management.

Mr. C. C. Middleton is said to be one of the best among the younger naval stores operators in the state, and that the new firm of brothers have bright prospects in this new lease hold.

Funeral of Miss Solana.

The funeral of Miss Alice Solana, who died at the Railroad hospital Monday afternoon, was held yesterday (Tuesday) at Moccasin Branch, Father Langlade officiating. Interment was by J. W. Sanchez & Son. Miss Solana was only twenty-three years of age, and was well known and popular. She is the daughter of Mrs. Bartola Solana of Moccasin Branch. She was taken to the hospital for an operation but the best of surgical skill could not avail and death claimed her. She is mourned by many relatives and friends.—St. Augustine Record.

INTERLACHEN ITEMS.

"The New Woman," very cleverly impersonated by seven of our brightest young girls, appeared in the Town Hall on Tuesday evening, before an audience which packed the hall. Assisting in the amusing and dramatic complications were three young men who acted their roles with as much spirit as did the "emancipated" ones. In addition to the snappy little comedy, the audience was entertained by excellent music.

The opening overture "Love's Dreamland" was exquisitely rendered by Miss Erma Wylie, who later gave as a solo a charming little melody, "Dreaming of You." This song which seems especially adapted to Miss Wylie's clear soprano, is a new composition by Robert T. Riddell, who is a guest of Mrs. M. V. Millard this winter. The solo "Out on the Deep," sung by Miss Alma DeTilla, was beautifully given. The young people deserve much praise for their good work, and are to be congratulated on their success. The proceeds of the entertainment, approximately thirty dollars, will be given to the V. I. S. and will probably be expended in furthering the good work being done in the cemetery, and start a fund for purchasing a piano for the Hall.

Hon. J. P. Porter and Adj. Thomas Lee of Clark Edwards Post G. A. R. left Monday for Kissimmee, where they will take part in the annual State Encampment of the G. A. R.

E. T. Redding of Palatka, was in town Tuesday, making arrangements to bring Mrs. Redding out to Interlachen, where she will have the benefit of the pure air of our high pine hills to aid in her restoration to health after the long and serious illness from which she has suffered.

E. A. Gerber was another visitor from Palatka this week.

Mrs. Edith Berkelmann of DeLand is making an extended visit to her parents, Captain and Mrs. G. W. Anderson.

A large and enthusiastic party of home seekers from Chicago and other Illinois points, arrived the latter part of last week and kept the office forces of New South, Farm and Home Company busy with all their automobiles, taking them over the lands of the Florida-Palatka tract, and they filled hotel and boarding houses to their utmost capacity.

Mr. and Mrs. Claude Henderson of Syracuse, N. Y., are spending some time here before going farther south. Mrs. Henderson will be well remembered as Miss Edna Fisher whose early girlhood days were spent in Pleasant Valley.

Prof. Chauncey L. Butler and Mrs. Butler of Indianapolis are now occupying the cottage on Mannville Road, purchased from W. A. Follansbee, and as usual, are enjoying to the utmost their Florida vacation from cold weather and business cares.

Mrs. Annie C. Jones is entertaining her father, Mr. Wylie, who hopes to receive much benefit from a continued visit, as he is suffering from a severe attack of lagrippe contracted in his northern home.

Lecture at Lake Como.

Rev. R. A. Canine, D. D. of Jacksonville will deliver his famous lecture, "Afoot and Alone in Ireland" in the public hall at Lake Como, on Friday evening, February 24th.

The lecture, which is to be given under the auspices of the Ladies Aid Society of the Como M. E. church, is one of Dr. Canine's best and is full of wholesome humor and useful information. The lecturer is an orator of great ability, eloquent and witty, and the people of Lake Como are anticipating a great literary treat from the visit of this distinguished preacher.

K. of P. Minstrels Postponed.

The much talked of K. of P. Minstrels, always a particularly favorite entertainment for Palatka people because of the excellence of the comedians who have leading parts, has been postponed from Friday evening the 24th inst. to Monday evening the 27th, at the Howell Theater. Johnny Miles and others who have given this company the name of "The Favorites" will again be on hand.

PALATKA'S NEW ORPHEUM THEATER

Will Open Next Tuesday Night in Completed Shape.

Has Seating Capacity of 900 Exclusive of Gallery—Immense Stage.

Louis Kalbfeld is happy, and he has the right to be. He has come to the front through great tribulation and by his ability to leap obstacles that have been checked in his pathway.

Kalbfeld is a theatrical man by inheritance and inclination. He knows the business from A to Z, and his acquaintance with footlight favorites is extensive.

In Palatka he was for a time manager of the Howell. Then he went into the hotel business. He fed people good but didn't make any money, so quit.

Last summer he conceived the idea of starting the Orpheum. He began in a small way with moving pictures; then he added vaudeville, and any other old thing that was calculated to please the people in a legitimate way.

He prospered but kept putting all the money he could make into betterments for the Orpheum.

The Orpheum is now nearly completed. It has a bold and inviting, as well as ornamental front. It looks well in the day light, but oh! you electrically lighted front.

Passers on Lemon street at night are caught by the charm of this pretty display.

The interior is plain. Ornaments will keep to a later day.

But the stage is immense; show people will like it.

Said Mr. Kalbfeld to the News yesterday:

"The Orpheum will be opened regularly as a play house next Tuesday night by the production of Clyde Fitch's clever comedy, 'The Blue Mouse,' presented by the Schuberts.

"That is the biggest kind of an attraction for an opening night. The fact that it is presented under the auspices of the Schuberts is sufficient guarantee of its excellence.

"The company is a big one, having more than 25 people of high rank in the theatrical world. The play is one that has won popular applause not only in Europe, but in all the dramatic centers of the United States. From Palatka the company goes to Jacksonville. It brings its own scenery by the car load.

"The Orpheum will have its own new seats in place and the stage will be in complete readiness for the most artistic rendering of the play.

"Nothing better will be in Palatka this year.

"From now on the Orpheum will be open every night, except Sunday, in the year. When we haven't a big, high-class company to offer the people, we will have something cheaper and good to offer at our popular 5 and 10 cent prices. The Orpheum is here to please, and to please all classes by the production of decent and legitimate amusements."

Motor Boat Regatta.

The St. Johns River Motor Boat Club of this city is preparing to hold its annual regatta on the river in front of Palatka next Wednesday the 22d inst. The regatta will be a handicap, and the race will be for a cup now on exhibition in the window of Smith's jewelry store.

The St. Johns River Motor Boat Club has from a dozen to fifteen members, and it is its purpose to make these regattas an annual feature. The president of the club is Mr. Melville Johnson of Moonstone, and the secretary is Mr. A. R. Canova of this city.

The race of next Wednesday will be for 10 miles and its start will be from off the old Florida southern pier down the river and return.

Among those who will enter their boats for the race are E. N. McNab, S. C. Warner, Melville Johnson, Walter Tilghman, A. R. Canova, C. E. Rowton, Morgan Husson, Prof. G. A. Stephens, F. H. Wilson, F. F. Tenney and others.

Dr. Geraldine S. Davis, Osteopathic Physician, will be at the Kopperbusch Hotel Tuesday and Friday of each week from 11-30 to 4-30 p. m.



Important properties of the Grape are transmitted by

ROYAL Baking Powder

Absolutely Pure

to the food. The food is thereby made more tasty and digestible



Chamberlain's Cough Remedy
Cures Colds, Croup and Whooping Cough.

Grand Opening **ORPHEUM THEATRE** Don't Forget The Date.

LOUIS KALBFELD, Manager.

TUESDAY, FEBRUARY 21st

Sam S. and Lee Shubert (Inc) offer for the first time in Palatka, "The Sensation of the Season," the New York Lyric Theatre Success

The Blue Mouse!

A Farce in 3 Acts from the German by CLYDE FITCH.

THE BILLIKIN PLAY OF THE YEAR.

The Atlanta Journal of Feb. 11th, said: "If laughter were capital offense, everybody who saw 'THE BLUE MOUSE' would have to be hanged." You go to this play to bury your worst enemy—"Melancholy."

Grace Merritt in the Title Role is Charming.

The Event of the Season **Prices** Lower Floor \$1.00 to \$1.50 Balcony 50c and 75c Palatka's New High-Class Theater Seats on Sale at Box Office.

ACKERMAN-STEWART DRUG CO. Palatka, Fla.